## DEMMARIAT IS CLAIMED IS:

- 3 (Original) 25) A method for face-to-face advertising comprising the steps of:
- a) arranging for payment from an advertiser prior to wearing a headdress;
- b) wearing a headdress for displaying electronic messages in a public place,
- 6 wherein said headdress includes more than one screen for displaying said electronic messages;
- 7 and

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- 8 c) moving said headdress about said public place.
  - (Currently Amended) 26) The method of claim 25 further comprising the step of displaying said electronic messages pursuant to a predetermined logic positioned about as directed by a controller connected to said headdress.
    - (Original) 27) The method of claim 26 further comprising the step of attaching a brim or a visor to said headdress.
    - (Original) 28) The method of claim 27 further comprising the step of altering at least one of said electronic messages according to a predetermined paradigm.
    - (Original) 29) The method of claim 27 further comprising the step of altering more than one of said electronic messages according to a predetermined paradigm.
    - (Original) 30) The method of 26 further comprising the step of displaying one or more of said electronic messages for a predetermined time before displaying one or more different messages for a predetermined time.
    - (Original) 31) The method of claim 30 further comprising the step of incorporating an advertiser's registered trademark into one or more of said electronic messages.

public place.

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2	(Original)	32)	A method for face-to-face advertising comprising the steps of:		
3	a)	arrang	ging for payment from an advertiser prior to wearing a headdress;		
4	b)	wearii	ng a headdress for displaying electronic messages in a public place,		
5	wherein said headdress includes five distinct planes for displaying said electronic messages;				
6	and				
7	c)	movin	ng said headdress about said public place.		
8	(Original)	33)	The method of claim 32 further comprising the step of ordering		
9	said electronic messages for public display.				
10	(Original)	34)	The method of claim 33 wherein said electronic messages are		
11	controlled by a con	troller p	preprogrammed with advertising messages, prior to wearing said		
12	headdress in said public place, and wherein said controller is positioned about said headdress.				
13	(Original)	35)	The method of claim 34 further comprising the step of altering		
14	one or more of said e	electroni	ic messages according to a predetermined paradigm.		
15	(Original)	36)	The method of claim 33 wherein said electronic messages are		
16	controlled by a contr	oller re	ceiving one or more signals generated from a location remote from		
17	said headdress, as said headdress is worn in said public place.				
18	(Original)	37)	The method of claim 36 further comprising the step of altering		
19	one or more of said e	electron	ic messages according to said one or more signals.		
20	(Original)	38)	The method of claim 33 wherein said electronic messages are		
21	controlled by a men	mory pi	rogrammed with advertising messages and positioned about said		
22	headdress, until said	l memo	ry receives one or more signals, generated from a location remote		
23	from said headdress	, for alt	ering said advertising messages, as said headdress is worn in said		

1	(Original)	39)	The method of claim 38 further comprising the step of altering		
2	one or more of said ele	ectroni	c messages according to said one or more signals.		
3	(Original)	40)	The method of 33 further comprising the step of displaying one or		
4	more of said electron	nic me	ssages for a predetermined time before displaying one or more		
5	different messages for a predetermined time.				
6	(Original)	41)	A method for face-to-face advertising comprising the steps of:		
7	a)	arrang	ing for payment from an advertiser prior to wearing a headdress;		
8	b)	wearin	ng a cubic shaped headdress, including message boards, for		
9	displaying electronic messages in a public place, wherein said headdress further comprises a				
10	visor or a brim; and				
11	c)	movin	g said headdress about said public place.		
12	(Original)	42)	The method of claim 41 further comprising the step of ordering		
13	said electronic messages for public display.				
14	(Currently Am	ended)	The method of claim 42 wherein said electronic messages		
15	are controlled by a controller preprogrammed with advertising messages, prior to wearing said				
16	headdress in said public place, and wherein said controller is positioned about attached to said				
17	headdress.				
18	(Original)	44)	The method of claim 43 further comprising the step of altering		
19	one or more of said electronic messages according to a predetermined paradigm.				
20	(Original)	45)	The method of claim 42 wherein said electronic messages are		
21	controlled by a controller receiving one or more signals generated from a location remote from				
22	said headdress, as said headdress is worn in said public place.				
23	(Original)	46)	The method of claim 45 further comprising the step of altering		
24	one or more of said el	ectroni	ic messages according to said one or more signals.		

1	(Original) 47) The method of claim 42 wherein said electronic messages are					
2	controlled by a memory programmed with advertising messages and positioned about said					
3	headdress, until said memory receives one or more signals, generated from a location remot					
4	from said headdress, for altering said advertising messages, as said headdress is worn in said					
5	public place.					
6	(Original) 48) The method of claim 47 further comprising the step of altering					
7	one or more of said electronic messages according to said one or more signals.					
8	(Original) 49) The method of 42 further comprising the step of displaying one of					
0	more of said electronic messages for a predetermined time before displaying one or more					

different messages for a predetermined time.

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